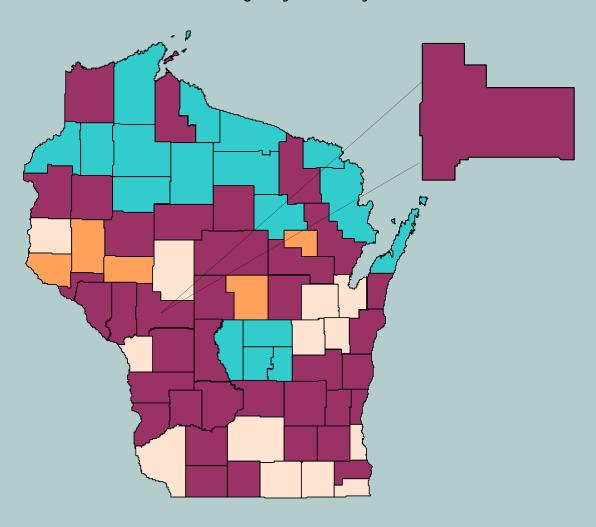
# Jackson County Workforce Profile

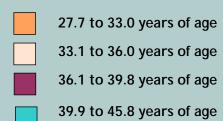
Median Age by County, 2000

Your complete guide to the state of the labor force of today and a glimpse into the economy of tomorrow.





State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



# **County Population**

During the first year of the new millennium, Jackson County's population increased 0.6 percent, just shy of keeping pace with state and national growth rates. The fastest growing municipalities in Jackson County were the towns of Irving and Manchester, located in the south central part of the county. Population in the county's largest city of Black River Falls was virtually unchanged during the year.

Increases in Jackson County's population between the 1990 and 2000 Censuses was robust. The 1990 Census reported Jackson County's total population at 16,588. The population total reported for Jackson County from Census 2000 was 19,100, an increase of 2,512 and a 15.1 percent growth rate. During the 90s decade the national population grew by 13.1 percent and the state population grew by 9.6 percent.

Some of the fastest growing Jackson County municipalities during the 90s decade include; Manchester - grew 20.7 percent, Albion - grew by 20.9 percent, Irving - grew by 6.5 percent, and Brockway - more than doubling their population, increased by 111.1 percent during the 90s decade.

Much of the population increase in the Town of Brockway was due to the opening of a state prison and the placing of prisoners at the facility. Jackson Correctional Institution is located in Brockway and opened it's doors

for inmates on May 6, 1996. In 1999, 310 individuals worked at Jackson Correctional Institute and the average inmate population in 1999 was 976 males.

Prisoners and other institutionalized persons are counted in total population numbers reported here on page 1, but institutionalized persons are not counted as members of the labor force or in the computation of unemployment statistics. Institutionalized persons include people under formal authorized, supervised care or custody in institutions at the time the Census is taken. Commonly, this includes persons in federal, state, or local correctional institutions, nursing homes, and juvenile institutions.

In the 1990 Census, Jackson County's institutional population was 282; the 2000 Census reported Jackson County institutional population had swelled to 1,138. If one were to factor out institutional population from county population totals, population increased from 16,306 in 1990 to 17,962 in 2000, adding 1,018 people to the general population. That is a 10.2 percent increase in Jackson County's non-institutional population during the 10 year time period. Even after factoring out institutional population counts, Jackson County's population totals still grew faster than the statewide average.

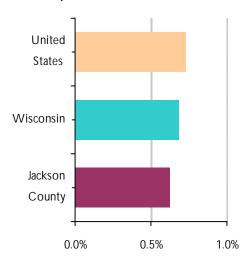
Jackson County, as many Wisconsin Counties, is experiencing an aging resident population. Jackson County's (Continued on page 2)

#### **Total Population**

|                         |                 | January 1, 2001 | Percent |
|-------------------------|-----------------|-----------------|---------|
|                         | 2000 Census     | Estimate        | change  |
| United States           | 281,421,906     | 283,474,000     | 0.7%    |
| Wisconsin               | 5,363,675       | 5,400,449       | 0.7%    |
| Jackson County          | 19,100          | 19,219          | 0.6%    |
| Ten l                   | _argest Municip | alities         |         |
| Black River Falls, City | 3,618           | 3,617           | 0.0%    |
| Brockway, Town          | 2,580           | 2,589           | 0.3%    |
| Adams, Town             | 1,208           | 1,207           | -0.1%   |
| Albion, Town            | 1,093           | 1,096           | 0.3%    |
| Alma, Town              | 983             | 991             | 0.8%    |
| Manchester, Town        | 680             | 691             | 1.6%    |
| Hixton, Town            | 611             | 615             | 0.7%    |
| Irving, Town            | 602             | 615             | 2.2%    |
| Northfield, Town        | 586             | 585             | -0.2%   |
| Merrillan, Village      | 585             | 583             | -0.3%   |
| * Jackson portion only  |                 |                 |         |

Source: Wisconsin Department of Administration, Demographic Services, 2002

#### Population Growth 2000-2001



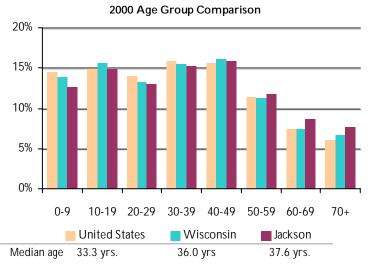


average age has been on the rise for several decades now. In 1980, the average age of a Jackson County resident was 32.3, in 1990 it was 35.5, and by the year 2000 the average age of a Jackson County resident had climbed to 37.6 years old.

When examining the age cohort charts on the right, one notices that the percentage of the Jackson County resident population in the 0-9, 10-19, and 20-29 year old age cohorts make up a substantially smaller part of Jackson County's population than those same cohorts do on a national level. Jackson County also has a smaller percentage of persons in those age cohorts than the State of Wisconsin does.

The "Baby Boomer" generation , those born between 1946 and 1964 or so, is the largest generation in the history of Jackson County (and Wisconsin). There was no noticeable 'baby blip' in Jackson County following the baby boom. In general, only areas with significant minority populations experienced a 'baby blip' - defined as a large post-boomer population surge. Wisconsin and Jackson County birth rates have declined dramatically since the end of the 'Boomer' generation.

Boomers had less children then their parents did. Employers in Jackson County that count on workers aged 16-24 are finding it increasingly difficult to find and retain

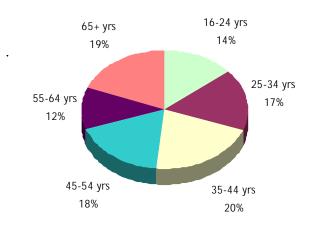


Source: US Department of Commerce, Census Bureau, Census 2000

workers. They are turning to other age cohorts and different recruitment methods in order to help fill their needs. The Jackson County 40-49 age cohort and 50-59 age cohort are posting huge increases as the baby boomers age. This trend will continue into the future.

# County Civilian Labor Force

#### Sauk County Labor Force Age Groups



Source: US Dept. of Commerce, Census Bureau, Census 2000

The labor force is the sum of employed and unemployed persons who are 16 years old and older. (Readers should bear in mind that many people who are not working are not included in the Bureau of Labor Statistics definition of unemployed). The participation rate is the number of total workers in the labor force (those working plus those not working, but activity seeking employment) divided by the total non-institutional population aged 16 years and over. Not all persons aged 16 and over are working or looking for work. Among the reasons for not working are; school attendance, retirement, inability to work, and individuals who do not believe there are any opportunities for them in their labor market. Persons in a prison, mental institution, or nursing homes are not counted as members of the labor force, nor are they counted as unemployed.

(Continued on page 3)

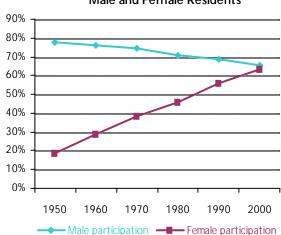


#### 2001 Labor Force Participation



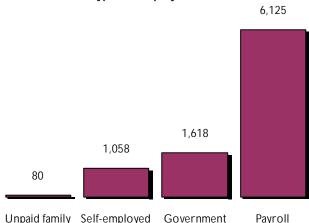
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

# Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, Census 2000

#### Type of Employment



Source: US Dept. of Commerce, Census Bureau, Census 2000

The "participation rate" is the percentage of the total resident population, aged 16 and over, who are working or seeking employment. Many social and economic factors influence the participation rate in a given area. The number one reason for the dramatic shift in the rate during the last 20 years has been caused by the increasing number of females entering the workforce.

In 2001, the participation rate in Jackson County was 83.9 percent, a 17.8 percent increase from Jackson's 1990 rate of 66.1 percent. Jackson County has a substantially higher rate of participation in the workforce than does the nation (67.2) or the State of Wisconsin (73.5). Jackson County had the fourth highest participation rate out of Wisconsin's 72 counties in 2001.

New employers, like the state prison, have helped to cause increases in Jackson County's participation rate; potential workers enter the labor market at a higher rate when they see increasing employment opportunities. In addition, the growth in Indian-owned gaming operations in Jackson County has created jobs and growth opportunities. In addition to increasing participation rates and decreasing unemployment rates, the number of people receiving public assistance in Jackson County decreased dramatically during the 90s decade.

Jackson County has likely increased it's participation rate near their natural maximum, and further gains in the workforce will have to come from other sources. Employers will need to examine their recruitment strategies in order to appeal to the new workforce demographic (the declining younger population and the aging of the general labor force). This age shift, along with the high participation rates already existing in Jackson County, will present profound challenges to employers recruiting workers in the county.

Some notable shifts occurred in the type of employment held by Jackson County residents between the 1990 and 2000 Censuses. While the percentage of workers that held payroll jobs changed little (69 percent in 2000, 68 percent in 1990), the percentage of workers in government jobs increased from 15 percent in 1990 to 18 percent in 2000. Self-employed workers declined from 15 percent in 1990 to 12 percent in 2000 and may reflect the decline of the individual family farm.

Jackson County workers are mobile. But they are 'going it alone' more than ever before. In the 1990 Census, 66 percent of workers drove alone and 14 percent carpooled. According to Census 2000, 74 percent of Jackson County residents drive to work alone and 12 percent carpool. Perhaps more people are driving alone now (Continued on page 4)



#### State of Wisconsin - Jackson County

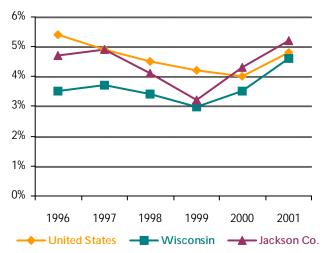
because there are more jobs available within Jackson County than there were 10 years ago, and they have to go a shorter distance to work now – so they 'go it alone.'

Despite the fact that Jackson County residents may be driving shorter distances to work now, it's taking them longer to get there. In 1990, the average Jackson County worker took 18.3 minutes to get to work, in the year 2000 that increased to an average commute in minutes of 21.2 minutes. Increased population, increased job opportunities, and a healthy amount of tourists at any one time on Jackson County roads are contributing factors in those increased travel to work times.

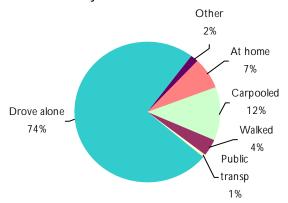
On of the last pieces of data released from the Census is destination county commuting data. That is, data on which county residents are driving to other counties for work and how many workers are staying within their county of residence for work. Destination county commuting data from Census 2000 has not been released yet.

One thing known for sure about Jackson County workers is some of the Jackson County residents working in the manufacturing industry are driving to nearby counties to do that. In 2000, there were 954 manufacturing jobs

#### **Unemployment Rate Comparison**



#### County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, Census 2000

(page 5) located in Jackson County. Yet, according to Census 2000, 1,438 Jackson County residents worked in the manufacturing industry. It logically follows that some of the 1,400 plus Jackson County manufacturing workers are driving outside their county of residence to find manufacturing employment.

In the 90s decade, Jackson County's unemployment rate declined dramatically. In 1990, Jackson County's annual average unemployment rate was 6.3 percent and it soared to 8.4 percent in 1991. In 1992, the annual average rate was 7.4 percent. Throughout the middle of the 90s decade, unemployment rates fell in the county, to a post Vietnam War era low of 3.2 percent in 1999. Job opportunities, like prison construction and heavy construction; new employers, like the state prison itself; and growth in Indian-owned gaming operations and Indian government administration have fostered the decrease in Jackson County unemployment rates. Unemployment rates in 2000 and 2001 have increased due to the recent economic slowdown, exasperated by the tragedy in September 2001, but rates remain well below the high rates witnessed in Jackson County in the early 1990s.

#### Jackson County Civilian Labor Force Data

|                   | 1996   | 1997   | 1998   | 1999   | 2000   | 2001   |
|-------------------|--------|--------|--------|--------|--------|--------|
| Labor Force       | 10,600 | 11,200 | 11,600 | 12,300 | 11,700 | 11,600 |
| Employed          | 10,100 | 10,700 | 11,100 | 11,900 | 11,200 | 11,000 |
| Unemployed        | 500    | 550    | 480    | 400    | 510    | 600    |
| Unemployment Rate | 4.7%   | 4.9%   | 4.1%   | 3.2%   | 4.3%   | 5.2%   |

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



## County Industry Employment

#### Nonfarm Wage and Salary Employment 1007

|     | Percent change |             |  |  |
|-----|----------------|-------------|--|--|
| 001 | 1 year         | 5 year      |  |  |
| 309 | -2.8%          | 21.6%       |  |  |
| 751 | -1.2%          | 39.9%       |  |  |
| 858 | 4.8%           | 91.4%       |  |  |
| 893 | -6.3%          | 11.2%       |  |  |
| 767 | -4.0%          | 22.3%       |  |  |
| 126 | -18.5%         | -28.5%      |  |  |
|     |                | 4 = = = 0 / |  |  |

|  | 1996  | 1997  | 1998  | 1999  | 2000  | 2001  | 1 year | 5 year |
|--|-------|-------|-------|-------|-------|-------|--------|--------|
| Total                                      | 6,830 | 7,413 | 7,950 | 9,037 | 8,546 | 8,309 | -2.8%  | 21.6%  |
| Goods Producing                            | 1,252 | 1,375 | 1,494 | 2,116 | 1,773 | 1,751 | -1.2%  | 39.9%  |
| Construction & Mining                      | 448   | 516   | 530   | 1,105 | 819   | 858   | 4.8%   | 91.4%  |
| Manufacturing                              | 804   | 859   | 964   | 1,011 | 954   | 893   | -6.3%  | 11.2%  |
| Durable                                    | 627   | 672   | 784   | 839   | 799   | 767   | -4.0%  | 22.3%  |
| Nondurable                                 | 176   | 187   | 180   | 172   | 155   | 126   | -18.5% | -28.5% |
| Service Producing                          | 5,579 | 6,038 | 6,456 | 6,921 | 6,773 | 6,558 | -3.2%  | 17.5%  |
| Transportation, Communications & Utilities | 801   | 785   | 747   | 742   | 746   | 727   | -2.6%  | -9.2%  |
| Total Trade                                | 1,557 | 1,581 | 1,524 | 1,533 | 1,518 | 1,460 | -3.8%  | -6.2%  |
| Wholesale                                  | 138   | 138   | 119   | 109   | 110   | 109   | -1.6%  | -21.2% |
| Retail                                     | 1,419 | 1,443 | 1,405 | 1,424 | 1,407 | 1,351 | -4.0%  | -4.8%  |
| Finance, Insurance, and Real Estate        | 193   | 195   | 205   | 215   | 231   | 231   | 0.1%   | 20.0%  |
| Services & Misc.                           | 828   | 924   | 1,060 | 1,133 | 1,044 | 1,085 | 3.9%   | 31.0%  |
| Total Government                           | 2,200 | 2,554 | 2,920 | 3,299 | 3,234 | 3,055 | -5.6%  | 38.9%  |

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs within a county excluding farming, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Jackson County employment increased by 1,480 during the last five years, a 21.6 percent growth rate.

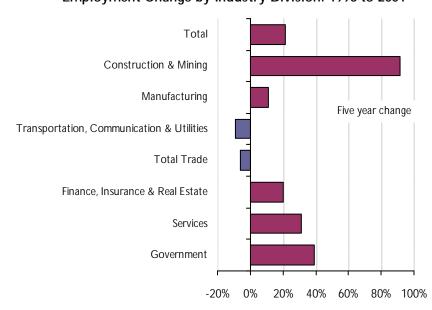
Jackson County government employment grew by 800 in the last five years, growing at a brisk 38.9 percent growth rate. All employment with Indian owned operations is tallied in the government classification, as employment with an independent sovereign nation. Therefore, the growth in government employment in Jackson County over the last five years is reflective of the growth in employment with the Indian nation within Jackson County.

The state prison facility in Jackson County opened in May 1996.

Jackson enjoys a hefty share of tourism dollars

spent within its borders. In 2001, travelers

#### Employment Change by Industry Division: 1996 to 2001



spent about 11.4 billion dollars while traveling across Wisconsin, or \$2,107 per Wisconsin resident. Jackson enjoyed about 83 million dollars in tourism expenditures in 2001, or \$4,300 per county resident. In addition to Indian owned gaming operations, Jackson County offers tourists numerous hunting and fishing opportunities. Furthermore, Jackson's location on the interstate highway along the Chicago-Madison-Twin City corridor creates opportunities for businesses that service travelers passing through the area. The Wisconsin Department of Tourism estimates that in 2001, tourism dollars spent in Jackson added 2,360 jobs to employment in the county.

Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



#### State of Wisconsin - Jackson County

| Top 10 Public & Private Employers |  |         |  |  |  |
|-----------------------------------|--|---------|--|--|--|
| Company                           | Product or Service                           | Size    |  |  |  |
| Ho Chunk Nation                   | Recreation Services & Sovereign Nation Admin | 1,000+  |  |  |  |
| Millis Transfer                   | Over-The-Road Trucking                       | 500-999 |  |  |  |
| County of Jackson                 | Executive & General Government               | 250-499 |  |  |  |
| Black River Falls Public School   | Education                                    | 250-499 |  |  |  |
| Lunda Construction                | Heavy Construction                           | 250-499 |  |  |  |
| Jackson Correctional institution  | State Prison                                 | 250-499 |  |  |  |
| Nelson Industries                 | Automotive Mufflers                          | 100-249 |  |  |  |
| Leeson Electric                   | Electric Motors                              | 100-249 |  |  |  |
| Black River Memorial Hospital     | General hospital                             | 100-249 |  |  |  |
| D & S Mfa Co                      | Fabricated Metals                            | 100-249 |  |  |  |

#### **Top 10 Industry Groups**

|                                       | Marc      | Numeric change |        |        |
|---------------------------------------|-----------|----------------|--------|--------|
| Industry Group                        | Employers | Employees      | 1-year | 5-year |
| Executive, Legislative, and General   | *         | *              | *      | *      |
| Trucking and Warehousing              | *         | *              | *      | *      |
| Educational Services                  | 4         | 622            | 24     | 73     |
| Eating and Drinking Places            | 37        | 497            | -39    | -30    |
| Health Services                       | 9         | 386            | 5      | 52     |
| Automotive Dealers & Service Stations | 27        | 373            | 4      | 35     |
| Justice, Public Order, and Safety     | *         | *              | *      | *      |
| Heavy Construction, Except Building   | *         | *              | *      | *      |
| Electronic & other Electric Equipment | *         | *              | *      | *      |
| Industrial Machinery and Equipment    | *         | *              | *      | *      |

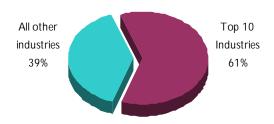
\*data surpressed to maintain confidentiality

All other employers 48%

Top 10 Employers 52%

Top 10 Employers' Share of

# Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

There are a total of 454 employers in Jackson County (as of the first quarter of 2002). The top ten employers employ 52 percent of all workers working in Jackson County. Jackson County's top ten industries are responsible for a higher percentage of total employment than many other counties in Wisconsin. About 61 percent of workers working within Jackson County work in one of the top ten industries.

Three of the ten largest employers are in the manufac-

turing industry while only two of the ten largest industries are in manufacturing.

The second largest industry in Jackson County, trucking and warehousing, is a 'good fit' for Jackson County given the county's location along the interstate highway system. The second largest employer in the county is involved in trucking and warehousing, helping to make it the county's second largest industry.

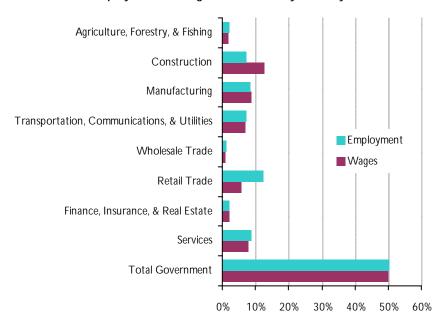
(Continued on page 7)



ES-202 data (detailed here on page 7) is gathered under a federal/state cooperative program which collects and compiles employment and wage data for workers covered by state unemployment insurance (UI) laws, and covered federal civilian workers. State employment agencies collect and compile quarterly UI contribution reports which are submitted by all employers. These data are maintained in the state in micro and macro data forms, and are also shipped to US Bureau of Labor Statistics (BLS). Any data from this program may be generically referred to as "ES-202" data or "CEW" data.

Compared to statewide annual average wages by industry, the only major industry sector in Jackson County that pays annual wages in excess of the statewide average is the construction industry. Jackson County's construction industry employment has a higher than average mix of heavy construction jobs, a part of the construction industry that requires a higher level of skill and generally pays more than other construction industry jobs. Heavy construction includes the construction of bridges, tunnels, elevated highways, streets, highways, pipelines and power line construction.

#### **Employment & Wage Distribution by Industry Division**



Other Jackson County industries generally offer annual wages lower than state-wide averages; the largest differential appears in the wholesale trade sector. The reason for the difference stems from the composition of the wholesale trade sector in Jackson County. A large percentage of wholesale trade employment in the county is centered in miscellaneous non-durable goods; this industry generally pays lower wages than, for instance, the durable goods sector of wholesale trade. The nondurable goods sector is also more likely to employ part-time workers.

#### Annual Average Wage By Industry Division

|   | Jackson Co.    | Wisconsin      |               | 1-year  | 5-year  |
|---|----------------|----------------|---------------|---------|---------|
|   | Annual Average | Annual Average | Percent of    | percent | percent |
|   | Wage           | Wage           | State Average | change  | change  |
| All Industries*                             | \$ 24,682      | \$ 30,922      | 79.8%         | 1.1%    | 27.4%   |
| Agriculture, Forestry, & Fishing            | \$ 21,439      | \$ 22,565      | 95.0%         | -1.7%   | -4.2%   |
| Construction                                | \$ 44,284      | \$ 39,011      | 113.5%        | 2.6%    | 25.5%   |
| Manufacturing                               | \$ 25,984      | \$ 39,739      | 65.4%         | 4.6%    | 31.8%   |
| Transportation, Communications, & Utilities | \$ 23,514      | \$ 36,639      | 64.2%         | 2.0%    | 20.6%   |
| Wholesale Trade                             | \$ 22,192      | \$ 40,521      | 54.8%         | -1.1%   | 25.1%   |
| Retail Trade                                | \$ 11,570      | \$ 14,596      | 79.3%         | 4.6%    | 23.9%   |
| Finance, Insurance, & Real estate           | \$ 22,919      | \$ 40,933      | 56.0%         | 0.0%    | 15.5%   |
| Services                                    | \$ 22,620      | \$ 28,775      | 78.6%         | *       | 33.4%   |
| Total Government                            | \$ 24,482      | \$ 33,785      | 72.5%         | 0.8%    | 16.1%   |

<sup>\*</sup> Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002



## Occupation and E ducation Characteristics of County Population

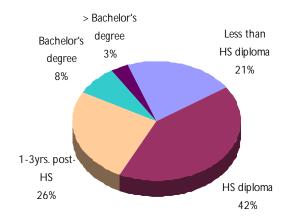
Two additional factors that are vital to the composition of Jackson County's workforce are the occupational distribution of the labor force and the educational attainment of the county's population. The occupational distribution, which consists of information collected from Census 2000 is illustrated in the chart to the right.

A number of interesting points can be made about this distribution. First, despite significant declines in manufacturing at a nationwide level, a relatively large percentage of the population is employed in production, transportation and material moving occupations than the state. This suggests continued declines in the industries with these occupations may have an impact on the county's economy. A smaller percentage of workers in the county are employed in management and professional occupations, as well as workers in sales and office positions than the state.

Still, more Jackson County workers (and workers statewide) had management or professional occupations than jobs in any other occupational cluster. In 1990, just over 17 percent of Jackson County residents worked in management or professional occupations but by the year 2000 the percentage soared to almost 25 percent in Jackson County.

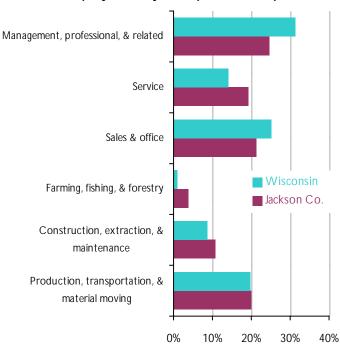
It's not surprising, given the strength of the tourism industry in Jackson County, that a higher than statewide average number of county residents work in service occupations. Amusement, recreation, logging, automotive repair, and many miscellaneous service industry employers employ service occupation workers.

#### **Education Attainment in 2000**



Source: US Dept. of Commerce, Census Bureau, Census 2000

#### **Employment by Occupation Group: 2000**



US Department of Commerce, Census 2000

The strength of the heavy construction industry in Jackson County is clear as well; due in part to construction employment's 91 percent growth rate over the last five years a higher than state average number of Jackson County residents work in the construction industry.

The educational attainment of Jackson County residents 25 and over in the year 2000 is detailed on the pie chart below. Seventy-nine percent of Jackson County residents 25 years old and older had at least a high school diploma and just over 11 percent of county residents had a bachelor's degree or higher. Statewide 85.1 percent of residents 25 and over have at least a high school diploma and 22.4 percent have at least a bachelor's degree.

Jackson County residents substantially improved their educational standing as compared to the 1990 Census. In 1990, 68.8 percent of Jackson County residents 25 and over were high school graduates and just 8.8 percent of those 25 and over had a bachelor's degree or higher.



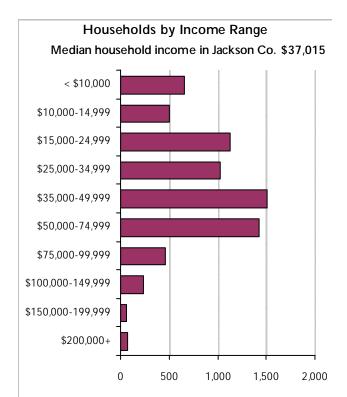
# County Income Information

Median household income, detailed on the chart to the right, includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not. Because many households consist of only one person, average household income is usually less than average family income. Mean income is the amount obtained by dividing the total income of a particular statistical universe by the number of units in that universe. Thus, mean household income is obtained by dividing total household income by the total number of households. For the various types of income, the means are based on households having those types of income. According to Census 2000, Jackson County median household income was \$37,015; nationally it was \$41,994 and it was \$43,791 at the state level.

In 1990, Jackson County's median family income was \$21,409; then it grew 73 percent during the 90s decade, eclipsing the state and national growth rates of 49 and 40 percent, respectfully. Jackson County's 79 percent median household income growth rate was highest among the eight county area commonly referred to as Western Wisconsin (Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, Vernon).

In 1990, Jackson County's median family income ranked last among the eight county Western Wisconsin area. The phenomenal growth in income during the 90s decade in Jackson helped the county to place fifth in 2000, nipping on the heels of the fourth place county, Monroe.

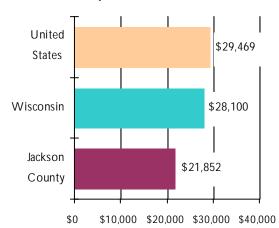
Per capita income (PCPI) is total income divided by the total number of residents. Income includes wages



Source: US Dept. of Commerce, Census Bureau, Census 2000

earned, dividends from investments, and transfer payments from the government. Per capita income can be influenced by the number of wage earners, average family size, and the median age of the residents. Per capita income can influence the type of services and housing available within a county.

#### Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

#### Components of Total Personal Income: 2000

